

# Furniture of Beauty and Character

Forms the Backbone of the

# Gimbel Home Furnishing Sale

that opens Monday, July 31st, and which, by courtesy, is enjoyable now.

Hundreds of customers are out of town; more are preparing to leave. We would minister to the convenience of those who can run into town and those hurrying away, that the advantages of this larger trade movement may be shared conveniently.

Goods selected, as of the special sale lots, will not be delivered until the sale opens generally—next Monday. But your order will be definitely taken.

If goods that charm you are not yet marked, the salesman will get the manager to set the price. If, in actual marking, a lower price is decided on, the advantage will be given you without asking.

The sale includes—Furniture, Rugs and Carpets, Upholstery, China, Bedclothing, Linens. And the keynote is safe, real and large economy.

As to the furniture only: Payments may extend over many months—as in piano buying.

Purchases of furniture, upholstery and floor coverings will be billed to charge customers on statement rendered September 1st.

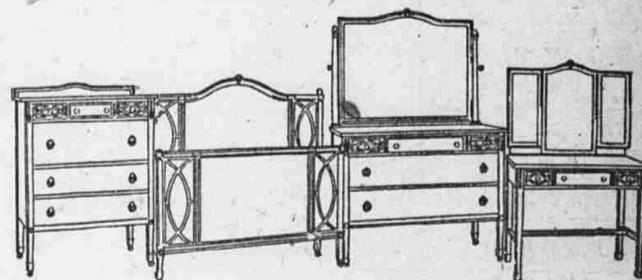
## A Wonderful Collection of Period Furniture

Is Part of the Dignity of the Sale, Yet Each Piece or Suite Bends to the Rule of Cut Price

Tiny mahogany sewing-cabinets—beloved by Priscilla, the Puritan maiden—to handsomest suites for living-room or dining-room, every Period piece is "pure line."



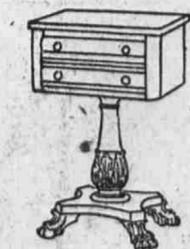
10-Piece Dining Room Suite  
Now \$235, Was \$400



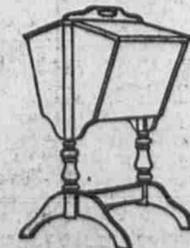
Heppelwhite Bedroom Suite  
At \$175, Value \$225



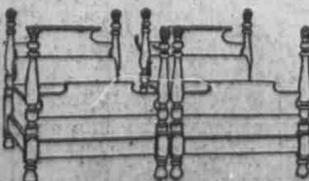
Gate-Leg Table  
Now \$12.75, Value \$20



Chippendale Sewing Table  
Now \$12, Was \$20



Priscilla Sewing Cabinet  
Now \$3.50, Was \$7



Four-Poster Beds  
At \$35, Value \$50  
(Twin size only)

**Dining-Room Furniture** includes china closets—very like fine old English silver chests; sideboards—long, narrow—rich beyond words. Tables are an art in themselves. Chairs with high, carved backs proclaim their Periods plainly for the looking.

## Hall Sets Are a New Feature—Period, Too

Consul table, mirror and two straight chairs to match. Solves the hall-furnishing problem admirably.

## Living-Room Suites Include English-

### Style "Overstuffed Furniture"

And the Use of Solid Woods With Cane

### Inserts Grows Apace

A seven-piece **Living-room Suite** (in pure "William and Mary"), solid mahogany, with cane, is \$100, though it's worth \$150.

"Over-stuffed" **Library Suites**—made best in the world—are \$75 to \$1000, but they're worth \$115 to \$1400.

A ten-piece **Dining-room Suite** (Charles II Period)—it's \$350, value \$550—is old oak, seasoned, darkened, carved into rare beauty.

Chinese Chippendale is present, too—a ten-piece **Dining-room Suite** of it \$350, only because it is in the Sale. It was \$500 a few days ago.

Another Chippendale **Dining-room Suite** (not Chinese), mahogany, was \$600—it has been re-priced \$475.

## Fiber Reed and Willow Furniture

### For Indoors

Newly popular for year-round furnishing for sun-porches and bedrooms, "cozy rooms" (successors to "dens") and a girl's first real room of her very own—

There's no charm greater than willow and cretonne.

## Chairs in College Colors

### Are a Novelty and a Furore!

Wood, of course, painted in strong Yale blue or Harvard Crimson or Princeton's orange-and-black or Pennsy's red-and-blue or—

Girls' college colors, too!  
\$8 for straight chair or rocker.

## Favorite Bedroom Suites Include

### Four-Post Bedsteads

And in **Bedsteads** alone there is a small forest of **four-posters**, in twenty style variations, between \$20 and \$50, worth \$30 to \$75.

## Never Such a Wealth of Period

### Novelties

**Spinet-desks** of solid mahogany—eloquent of 1830 belles—are \$22 to \$50, values \$35 to \$75.

**Chaises Longues**—solid mahogany—are \$20 to \$75, values \$35 to \$100.

A carved **Chippendale Sewing Table** is \$12 (it was \$20—changed its price while these notes were being jotted!) a **Priscilla Sewing Cabinet** is \$3 (its value, \$7); **Martha Washington Sewing Tables** are \$7.50, \$10 and \$18—they were \$12, \$15 and \$25. **Tea-wagons**, with removable trays, are \$8.50 to \$18—their values \$15 to \$30.

## Decorated Furniture

Has Attained New Dignity, New Popularity—

### Yet Savings Are as Pronounced

The cry for "individuality" brought it about. The vogue spread—from home to hotel and back again—until really wonderful things have been evolved for Breakfast Rooms, Living Rooms, Bedrooms.

Lacquered black Bedroom Suites with floral decorations hark back to Chinese influence. So does antique brown mahogany, ivory suites—daintiest, yet substantial, satisfying.

Every other imaginable piece—clear to magazine racks and aquarium stands!

—Sixth and Seventh floors.



Chaise Longue  
At \$20, Value \$35



"Overstuffed" Suite  
At \$155, Value \$225

GIMBEL BROTHERS : Market : Chestnut : Eighth : Ninth